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AMENDMENTS TO THE CLAIMS:

Please amend the claims as follows:

1. (CURRENTLY AMENDED) A method of purchasing electronic entertainment content comprising a song, comprising:

receiving an electronic sample of the song entertainment content as an attachment to an email message from a sender, the sample comprising less than the complete song, and the sample being received without encryption and without security codes and without restriction on redistribution;

receiving a link to a source of purchase of a complete copy of the song entertainment content;

using the link to connect to the source of purchase of the complete copy; and purchasing the complete copy.

2. (ORIGINAL) The method according to claim 1, wherein the link comprises a URL.

3. - 4. (CANCELLED)

5. (ORIGINAL) The method according to claim 1, wherein the sample is received from a sender and further comprising crediting an affinity credit to the sender.

6. (CURRENTLY AMENDED) The method according to claim 1, wherein the purchased copy of the song entertainment content is delivered via an electronic file transfer over the Internet.

7. (CURRENTLY AMENDED) The method according to claim 1, wherein the sample comprises a computer file containing a compressed content sample of the song.

8. (CURRENTLY AMENDED) The method according to claim 1, wherein the content sample of the song comprises a link to a source of streaming music, and wherein the link to the source of streaming music further provides a link to the source of purchase.

9. (CURRENTLY AMENDED) A method of purchasing music, comprising:

receiving an electronic sample of a song music selection as an attachment to an email message from a sender, wherein the sample comprises a computer file containing a compressed sample of the song comprising less than the complete song, and wherein the sample is received without encryption and without security codes and without restriction on redistribution music sample;

receiving a URL link to a source of purchase of a complete copy of the song music selection;

using the URL link to connect to the source of purchase of the complete copy;

purchasing the complete copy of the song music selection, wherein the purchased copy of the song music selection is delivered via an electronic file transfer over the Internet.

10. (CANCELLED)

11. (ORIGINAL) The method according to claim 9, wherein the sample is received from a sender and further comprising crediting an affinity credit to the sender.

12. - 28. (CANCELLED)

29. (CURRENTLY AMENDED) The method according to claim 9 claim 28, wherein the entertainment content comprises complete copy of the song is provided as digital audio.

30. (CURRENTLY AMENDED) The method according to claim 9 claim 29, further comprising providing the sample as streaming digital audio.

31. (CURRENTLY AMENDED) An electronic storage medium containing instructions that, when executed on a programmed processor carry out the method of claim 9 claim 28.

32. (CURRENTLY AMENDED) A method of rewarding electronic distribution of a song entertainment content, comprising:

providing a link to purchase the song entertainment content;
receiving payment from a purchaser for the song entertainment content via the Internet;
transferring a file containing the song to the purchaser via the Internet;
determining that the purchaser received a sample of the song entertainment content from a sender, the sample comprising less than the complete song, and the sample being received without encryption and without security codes and without restriction on redistribution; and
awarding an affinity credit to the sender.

33. (CURRENTLY AMENDED) The method according to claim 32, wherein the song entertainment content comprises digital audio.

34. (ORIGINAL) An electronic storage medium containing instructions that, when executed on a programmed processor carry out the method of claim 32.

35. (ORIGINAL) The method according to claim 32 carried out on an electronic commerce server.

36. (CURRENTLY AMENDED) An electronic commerce server, comprising:

a programmed processor;
means for coupling the programmed processor to the Internet;
program means running on the programmed processor that carries out the process of:
providing a link to purchase a song entertainment content;
receiving payment from a purchaser for the song entertainment content via the Internet;
transferring a file containing the song to the purchaser via the Internet;

determining that the purchaser received a sample of the song entertainment content from a sender, wherein the sample comprised less than the complete song, and the sample was received without encryption and without security codes and without restriction on redistribution; and awarding an affinity credit to the sender.

37. (CURRENTLY AMENDED) The method according to claim 36, wherein the song entertainment content comprises digital audio.